

2014 Annual Report



Rendezvous Region Scenic Backway

**Photo is credited to Obsessed Photographers Group and the North Dakota Scenic Byway Program.*

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Rendezvous Region Scenic Backway

**Photos are credited to Obsessed Photographers Group and the North Dakota Scenic Byway Program.*

State Scenic Byway Program Coordinator Report

By: Kevin Stankiewicz

In 2014, the North Dakota Scenic Byway Program completed a strategic plan to guide the program in its decision making over the next five years and to ensure the viability of the program. The plan was completed by the North Dakota Parks and Recreation Department (NDPRD) with Clearwater Communications. The plan can be viewed online at www.parkrec.nd.gov.

Eric Haugland, Theodore Roosevelt National Park North Unit Scenic Byway Leader, retired this year. Eric was a consistent leader to the byway program, easy to work with and always willing to help.

Kathy Stremick, Rendezvous Region Scenic Backway Leader, is no longer in the position of backway leader. Kathy made significant contributions to the state scenic byway program over the years. She was a determined and committed leader who made things happen and got things done. Many projects along the backway were completed because of her time and efforts; she was a strong advocate for the scenic byway program and her presence will be missed.

Thank you to all the byway leaders for their time and efforts this year...and with a new year almost upon us, the North Dakota Scenic Byway Program will continue to look ahead to the future.

Movin' on down the road

A very special thank you to Bennett Kubischta, who retired from the NDDOT this year, for his endless support of the byway program. Bennett's passion and appreciation for the quiet roads of North Dakota and the beauty of it's landscape contributed greatly to the success of the state byway program. Bennett drove plenty of miles on the roads of North Dakota and shared many wonderful stories over the years with byway leaders.



Here's to many more miles on the road...

Byway & Backway Reports

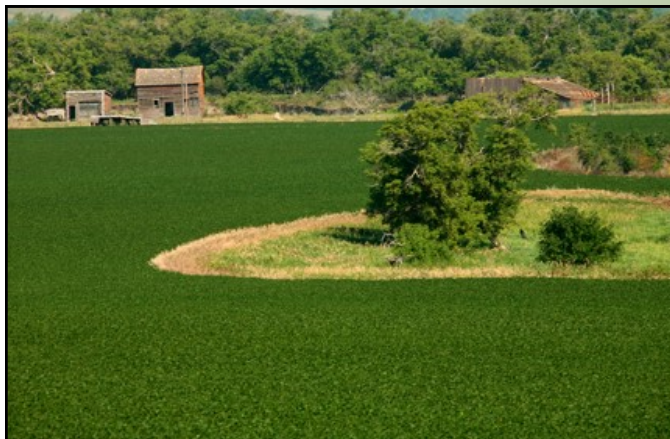
The following information was gathered from the annual reports submitted by each Byway and Backway leader.

Chan SanSan Scenic Backway

Completed by: Interim Lee Miller, LaMoure County Commissioner

ORGANIZATIONAL DEVELOPMENT

- Non-profit administered by LaMoure County via county commissioners.



CORRIDOR MANAGEMENT

County: LaMoure

State designation: 2001

Primary intrinsic quality: Scenic

VISITOR EXPERIENCE

List any additional interpretive/visitor sites that were added to or removed from your backway in 2014.

- New interpretive panels are here but not installed.

PROGRAM ASSESSMENT

List any immediate concerns or challenges you have with your backway.

- Failure of existing volunteers to move forward and lack of new volunteers.



Des Lacs National Wildlife Refuge Scenic Backway



Completed by: Marissa Haase, Generalist
On behalf of Chad Zorn, Refuge Manager

ORGANIZATIONAL DEVELOPMENT

- Federal; National Wildlife Refuge.
- 10 Volunteers.

MARKETING

Describe your marketing efforts for 2014.

- Kenmare News and Minot Daily News.

CORRIDOR MANAGEMENT

County: Ward

State designation: 2000

Primary intrinsic quality: Natural



VISITOR EXPERIENCE

List annual events held along or in the vicinity of your backway that increase the number of visitors to your backway area.

- Greenwing Days at boat dock day use area.

If available, provide any feedback given by travelers about their backway experience.

- The kids had a ball!!!



ECONOMIC IMPACT

Are communities/businesses becoming more involved, less involved, becoming uninterested, or remaining the same, as far as their desire to be a backway stakeholder?

- Remaining the same.

Based on your previous response, what efforts are being done to obtain this type of involvement along your backway?

- We continue to work with community leaders in an effort to get the public involved with activities at the refuge.

GOALS & IMPROVEMENTS

Describe your goals for the backway:

- The goal in 2015 is to get a new interpretive panel on brickyard site.



Killdeer Mountain Four Bears Scenic Byway

Completed by: Carie Boster, Byway Leader

ORGANIZATIONAL DEVELOPMENT

- Jobs Development Authority.
- 1 volunteer.

List relevant conferences attended by your byway/backway in 2014:

- ND State Tourism Conference in Fargo.

FUNDRAISING/GRANTS

List and provide the status of grant award projects that are not yet completed and estimated date of completion.

- High Plains Cultural Center intended for promotion of Byway.
Completion date is pending.

MARKETING

Describe your marketing efforts for 2014. Was there any one idea that significantly impacted the number of visitors to your area?

- Completion of planned signage.
- Hosted National Championship for North American Extreme Racing Series.

What marketing plans do you have for 2015?

- Complete visitor center in High Plains Cultural Center.
- Publish new brochure for the area, which will include the byway.
- Advertisement in the Tourism Guide .



CORRIDOR MANAGEMENT

Counties: Dunn, McKenzie, Mountrail

State designation: 1997 **Extension:** 2000

#1 intrinsic quality: Scenic **#2 intrinsic quality:** cultural

VISITOR EXPERIENCE

List at least one annual event held along or in the vicinity of your byway that increases the number of visitors to your byway area.

- Oldest ND PRCA Rodeo held in Killdeer every July.

ECONOMIC IMPACT

What efforts are being made to encourage involvement along your byway?

- Reorganize committee for marketing and management. of byway



GOALS AND IMPROVEMENTS

What are your goals for 2015?

- Reorganize committee for marketing and management of byway.
- Establish and pursue marketing goals with stakeholders.
- Re-imaging campaign for the entire area.

List infrastructure improvements or projects that have benefited your byway.

- Highway 22 construction is now complete.

PROGRAM ASSESSMENT

Describe concerns or challenges facing your byway.

- Lack of staff and loss of interest among the community.
- Oil development has left the community with the impression that the byway is not safe to travel.
- Highway 22 has become a road that is traveled "to go to work" and that is it.

Old Red Old Ten Scenic Byway

Completed by: Terri Thiel, Dickinson CVB

ORGANIZATIONAL DEVELOPMENT

- 501c3.
- 15 volunteers and elected officers.

List conferences attended in 2014.

- ND Travel Conference.
- ND Byways Conference.

MARKETING

Describe your marketing efforts for 2014.

- Brochures, tourism webpage, oldredoldten.com website, Facebook, rack card and historic church brochure distribution, radio ads, newspaper and magazine ads, balloons, placemats, talking trail signs and audio.

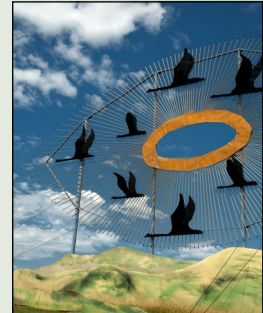
What marketing plans do you have for 2015?

- Similar to 2014, however, they are not finalized at this point.

GRANTS & FUNDRAISING

List all grants and amounts that were awarded in 2014.

- ND Tourism Division—\$1,300.00 marketing that we used for the Annual Old Red Trail Rummage Sale.



CORRIDOR MANAGEMENT

Counties: Morton, Stark State designation: 2008

#1 intrinsic quality: Historic #2 intrinsic quality: Scenic

Describe any significant changes or updates to your Corridor Management Plan.

- The road leading up to Salem Sue was repaved.
- Highway 10 between Hebron and Gladstone was reconstructed.
- Highway 10 was resurfaced between New Salem and the Almont Junction.

List any additional interpretive/visitor sites that were added to or removed from your byway in 2014.

- Additional signage was added to the Almont Triangle between Glen Ullin and Almont.

VISITOR EXPERIENCE

List at least one annual event that increased the number of visitors to your byway.

- Old Red Trail Rummage Sale.

If available, provide any visitor feedback you have received.

- Local businesses prospered with the event. We had attendees from 33 different communities and 5 states.

ECONOMIC IMPACT

Are communities and businesses becoming more involved, less involved, becoming uninterested, or remaining the same, as far as their desire to be a byway stakeholder or supporter?

- Remaining the same.

Based on your previous response, what efforts are being made to encourage involvement along your byway?

- The committee held a fall public supper last year in Hebron to educate the public. We were able to recruit two new committee members.

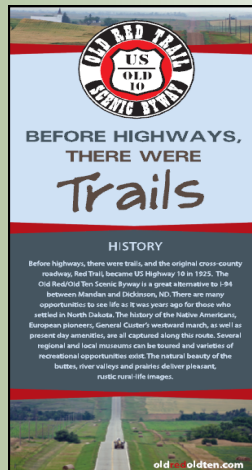
GOALS & IMPROVEMENTS

List your goals for 2014 and indicate whether or not they were met.

- Successful annual event Old Red Trail Rummage Sale—completed.
- Repair and repave Highway 10 between Hebron and Gladstone—completed.
- Place additional wayfinding signage within the Almont triangle—completed.

List your goals for 2015.

- Expand the audio Talking Trails to other tourism/recreational groups upon request.
- Continue to host successful Old Red Trail Rummage Sale event.
- Develop a mobile website.
- Develop Historic Church Group Tours.
- New photo stock for marketing.
- Produce additional ORT informational placemats and flyers.
- Contract for ORT billboard/s on I-94.
- Purchase Facebook ads.
- Purchase/erect additional larger reflective metal Confidence Signs along the country roads.



Rendezvous Region Scenic Backway

Completed by: Bryan McCoy, Cavalier Economic & Chamber Director

ORGANIZATIONAL DEVELOPMENT

- Chamber/City Economic Development.

List relevant conferences attended by your backway in 2014:

- ND State Tourism Conference in Fargo.

FUNDRAISING/GRANTS

List grants awarded in 2014:

- North Dakota Arts Council awarded \$1,500.

MARKETING

Describe your marketing efforts in 2014:

- The Cavalier Chamber updated its website, with the Rendezvous Region being featured.
- An Areavoices blog focusing on the Rendezvous Region was also started and appears on the Grand Forks Herald website.
- Heavy use of Twitter to promote the scenery.



CORRIDOR MANAGEMENT

Counties: Pembina, Cavalier

State designation: 1996 Extension: 2010

Primary intrinsic quality: Recreational

List interpretive/visitor sites that were added or removed from the backway in 2014:

- None

VISITOR EXPERIENCE

List annual events that increased the number of visitors to your backway:

- The annual Cavalier Motorcycle Ride In took some visitors along the byway.

If available, provide any feedback given by travelers about their backway experience:

- We received some positive feedback.



ECONOMIC IMPACT

Are communities and businesses becoming more or less involved, more or less interested, or remaining the same as far as their desire to be a backway stakeholder or supporter:

- At this time, Cavalier does not have any active businesses helping to promote the byway.



GOALS & IMPROVEMENTS

Describe your goals for the backway:

- The goal in 2015 is to really emphasize tourism potential in Pembina County, with the byway being a major feature.

List infrastructure improvements or projects that have benefited your backway:

- Icelandic State Park will have completed the dam project this October of 2014.

Sakakawea Scenic Byway

Completed by: David Borlaug, Committee Chairman

ORGANIZATIONAL DEVELOPMENT

- Non-profit administered via the Lewis & Clark Fort Mandan Foundation.
- 30 volunteers.

List conferences attended in 2014.

- State tourism conference.
- National Lewis & Clark conference.
- Various history and tourism conferences.

MARKETING

Describe your marketing efforts for 2014.

- Ongoing marketing of Lewis & Clark Interpretive Center, Fort Mandan and Knife River Indian Villages NHS.

CORRIDOR MANAGEMENT

Counties: McLean, Oliver, Mercer

State designation: 2005

#1 Intrinsic quality: History



VISITOR EXPERIENCE

List at least one annual event that increased the number of visitors to your byway.

- Grand opening of Lewis & Clark Interpretive Center expansion. Knife River Culture Fest.

If available, provide any visitor feedback you have received.

- Very positive responses from all visitors.

ECONOMIC IMPACT

Are communities and businesses becoming more or less involved, becoming uninterested, or remaining the same, as far as their desire to be a byway stakeholder or supporter?

- About the same.

Based on your previous response, what efforts are being made to encourage involvement along your byway?

- Reorganization of committee planned for 2015.

GOALS & IMPROVEMENTS

List your goals for 2014 and indicate whether or not they were met.

What are your goals for 2015?

- Increased visitation, which was met; reorganization was not achieved. Restructuring committee planned for 2015.

List infrastructure improvements or projects that have benefited your byway.

- Expansion of Lewis and Clark Interpretive Center; new galleries and exhibits and enhancements to programming at Fort Mandan.

PROGRAM ASSESSMENT

List any other additional information you would like included with your respective annual report.

- Looking forward to positive movement in 2015 pending development of National Heritage Area plans that will positively impact the Byway.



Sheyenne River Valley National Scenic Byway

Completed by: Mary Lee Nielson, Byway Marketing Coordinator



ORGANIZATIONAL DEVELOPMENT

- Non-profit administered via SRVSB Foundation.
- 25 volunteers.

List all conferences attended by your byway members.

- ND Tourism Conference.
- North Country Trail National Conference.

CORRIDOR MANAGEMENT

Counties: Barnes, Ransom

State designation: 1996 **National Designation:** 2002

#1 intrinsic quality: Historic **#2 intrinsic quality:** Scenic

MARKETING

Describe your marketing efforts for 2014.

- ND Travel Guide, AAA Living, ND Living magazine, Explore the Sheyenne, ND Living newspaper insert, USA Today Travel edition, True West magazine, American Tour & Travel, Grand Forks Herald summer promotion, ND Web-Miles Marketing, KOVC tourism package, WDAY fall package, Presort Plus brochure rack program, American Road magazine, Summer Canadian insert, and WAVE direct E-mail Leisure Travel.
- The ND Travel Guide is still the piece we see carried into the Visitor Center.

What marketing plans do you have for 2015?

- Group tour advertising, international marketing, social media, and website advertising.

VISITOR EXPERIENCE

List at least one annual event that increased the number of visitors to your byway.

- Sheyenne Valley Arts & Craft Festival, Sodbuster Days at Ft. Ransom, 100 year celebration of the Sunne Barne.

If available, provide any visitor feedback you have received.

- “Beautiful area, we didn’t know it was here”.

ECONOMIC IMPACT

Are communities and businesses becoming more or less involved as far as their desire to be a byway supporter?

- Lisbon Civic & Commerce director is an avid new supporter of the byway

What efforts are being made to encourage involvement along your byway?

- We had our 10th anniversary bus tour, which revitalized some of us and gave us a bigger fan base with newcomers.



PROGRAM ASSESSMENT

List any immediate concerns or challenges you have with your byway.

- Sustainability is always the biggest challenge.



GOALS & IMPROVEMENTS

List your goals for 2014 and indicate whether or not they were met. What are your goals for 2015

- 10th Anniversary Bus Tour (met).
- QR codes on route (not met).
- Engaging cooperative advertising with other byways (met and working on).

List infrastructure improvements or projects that have benefited your byway.

- Fort Ransom State Park improvements on the Riverside Horse Corral campsite allowed for a volunteer to come in every other weekend to demonstrate farming with horses.
- The Corps of Engineers added a 2 inch asphalt overlay on 1 mile of road at the Mel Rieman Recreation area.
- The Visitor Center rehabbed all the windows and roof, and replaced the deck baluster.
- The Baldhill Dam Overlook road got crack sealing.

Standing Rock National Native American Scenic Byway

Completed by: Pamela Ternes, Byway Coordinator

ORGANIZATIONAL DEVELOPMENT

- Non-profit administered via Sitting Bull College.
- 10 volunteers.
- Attended the American Indian Alaskan Native Tourism Conference and the ND Tourism Stakeholders Conference .



FUNDRAISING/GRANTS

List open grant projects and estimated completion date.

- Finalized Visitor Information Center Grant.

List all grants and amounts that were awarded in 2014.

- We received a \$6,000.00 grant from the American Indian College Fund to develop and offer three Native American cultural seminars at the Sitting Bull Visitor Center.



MARKETING

Describe your marketing efforts for 2014 and identify if you are aware of any immediate impact.

- The Byway Organization sold advertisements to redesign and print more than 10,000 copies of the Standing Rock Native American Scenic Byway guides.

What marketing plans do you have for 2015?

- Improve and expand social media strategies like Facebook, Instagram, and Pinterest. Design and install a Visitor Center sign to be located near Highway 24, and wrap a public transit vehicle with the Sitting Bull Visitor Center logo.

CORRIDOR MANAGEMENT

- **Counties:** Sioux (North Dakota), And Corson (South Dakota)
- **State designation:** 2001
- **National designation:** 2005
- **#1 intrinsic quality:** Cultural/Historic
- **#2 intrinsic quality:** Natural

VISITOR EXPERIENCE

List annual events held along or in the vicinity of your byway that increase the number of visitors to your byway area.

- Ongoing cultural events at the Sitting Bull Visitor Center, such as native art classes and symposiums. The new Sitting Bull Visitor Center has made an impact in the number of visitors traveling the Byway. Since the opening of the Visitor Center in May 2013, there have been visitors from 47 countries.

ECONOMIC IMPACT

Are communities/businesses becoming more involved, less involved, becoming uninterested, or remaining the same, as far as their desire to be a byway stakeholder?

- More involved.

Based on your previous response, what efforts are being done to obtain this type of involvement along your byway?

- The Byway Organization conducted community surveys to request which types of cultural events should be held at the Sitting Bull Visitor Center. Three workshops were held in 2014 (beadwork, quillwork, and traditional plants).



GOALS & IMPROVEMENTS

List your goals for 2014 and indicate whether or not they were met.

- 2014 Goal—Conduct cultural events at the Sitting Bull Visitor Center. This goal is being met.

What are your goals for 2015?

- Design and install Sitting Bull Visitor Center sign and vehicle wrap.
- Improve social media marketing.
- Replace peeling and faded interpretive panels located at the byway visitor sites.
- Conduct planning for expansion of Visitor Center; continue Native American cultural events at the Center.

List and describe any improvements to your byway.

- The walking paths from the Byway to Sitting Bull Burial Site have been replaced.

Theodore Roosevelt National Park North Unit Scenic Byway

Completed by: Eric Haugland, Byway Leader

ORGANIZATIONAL DEVELOPMENT

- Federal Government-National Park Service.
- 7 volunteers in the North Unit of Theodore Roosevelt National Park.
- Attended the Byways Strategic Planning workshop in Bismarck.



CORRIDOR MANAGEMENT

County: McKenzie State designation: 2000

#1 intrinsic quality: Natural #2 intrinsic quality: Wildlife

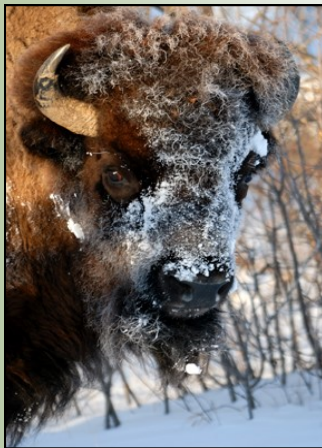
MARKETING

Describe your marketing efforts for 2014 and identify if you are aware of any immediate impact.

- Park rack cards and visitor guides were given to the visitor bureaus of the North Unit's gateway communities of Watford City and Williston. Being in the midst of staggering oil boom population growth, I have made attempts to inform the new residents about the park. This has been done by giving park orientations to housing directors and company personnel officials. The South Unit of the park as well as the state's other national park sites also promote the North Unit, and in so doing that, the North Unit Scenic Byway.

What marketing plans do you have for 2015?

- Continue efforts to attract new residents working for the oil companies so they become aware of the park.



VISITOR EXPERIENCE

List at least one annual event held along or in the vicinity of your byway that increases the number of visitors to your byway area.

- The Badlands Star Party-astronomy star gazing.

If available, provide any feedback given by travelers about their byway experience.

- This was the first year the event was cancelled due to extreme weather.

ECONOMIC IMPACT

Are communities/businesses becoming more involved, less involved, becoming uninterested, or remaining the same, as far as their desire to be a byway stakeholder?

- The interest remains about the same.

GOALS & IMPROVEMENTS

List your goals for 2014 and indicate whether or not they were met?

- To have the road reopened for the year in mid May, after being seasonally closed and remained closed for two months this spring for road repair.

List and describe any improvements to your byway.

- Visitor center was closed due to building shifting and is no longer structurally sound. A temporary visitor center was established in the campenders cottage.

What are your goals for 2015?

- To set up trailers to be used as a temporary visitor center and North Unit office, until a new visitor center/office is built.

PROGRAM ASSESSMENT

List any immediate concerns or challenges facing your byway.

- The installment of trailers at the park entrance to be used as a temporary visitor center until a new visitor center is built.



Turtle Mountain Scenic Byway

Completed by: Mae Streich, Byway Co-Coordinator

ORGANIZATIONAL DEVELOPMENT

- Non-profit administered via Bottineau and Rolette County.
- 10 volunteers.
- Attended the Byways Strategic Planning workshop in Bismarck.

FUNDRAISING/GRANTS

List and provide the status of open grant award projects.

- Coghlin Castle interpretive site grant is being prepared.

List the grants awarded in 2014.

- Mystical Horizon grant for signs in the amount of \$8,100.



MARKETING

Describe your marketing efforts for 2014 and identify if you are aware of any immediate impact.

- Brochures, newspapers, publications, radio, Mystical Horizons was featured on Off the Beaten Path, TV, Fall Equinox Homestown Addition in Minot Daily News, ND Today Magazine, Norsk Hostfest booth, and produced a great birding brochure.

CORRIDOR MANAGEMENT

Counties: Bottineau, Rolette State designation: 1998

#1 intrinsic quality: Scenic

#2 intrinsic quality: Culture

Describe any significant changes or updates to your Corridor Management Plan.

- Will be adding information regarding Turtle Mountain Band of Chippewa Plan.

List any additional visitor sites that were added to your byway.

- Annie's House-ski area.



VISITOR EXPERIENCE

List at least one annual event held along or in the vicinity of your byway that increases the number of visitors to your byway area.

- Dedication of Kiosk at Mystical Horizons in conjunction with Annie's House.
- Birding event at Dakota College, Bottineau.

If available, provide any feedback you have received.

- Many visitors have found the area to be a wonderful place to visit due to beauty and history of the region, and many recreational activities available. We are known as the Four Season's Playground.

ECONOMIC IMPACT

Are communities/businesses becoming more involved, less involved, becoming uninterested, or remaining the same, as far as their desire to be a byway stakeholder?

- More involved as we now have Annie's House located directly beside the Byway and it features an adaptive ski program for the disabled both youth and veterans. Also, there is interest in the windfarm at St. John.

Based on your previous response, what efforts are being done to obtain this type of involvement along your byway?

- Involving all organizations to work together to market the area.

GOALS & IMPROVEMENTS

Were you able to meet your goals for 2014? What are your goals for 2015?

- Restroom at Mystical Horizons is being worked on and will be completed in 2015 along with continuing improvement to the byway in the form of signage.

List and describe any improvements to your byway.

- Annie's House completion.

PROGRAM ASSESSMENT

List any immediate concerns or challenges facing your byway.

- The ongoing challenge of funding and involvement.

List any other additional information you would like included with your respective annual report.

- We are in the process of coordinating with the Turtle Mountain Band of Chippewa to provide cultural history to our visitors as a new interpretive/Native American Culture Center is being constructed at Belcourt located adjacent to the byway.



Be on the lookout for these logos!



*North Dakota Scenic Byways & Backways Program logo. This logo is used for promotional and marketing material.



*Chan SanSan Scenic Backway logo. The logo is used for promotional and marketing material.



*Killdeer Mountain Four Bears Scenic Byway logo. The logo is used for promotional and marketing material.



*Old Red Old Ten Scenic Byway logo; North Dakota's most recently designated byway. The logo is used for promotional and marketing material.



*Sheyenne River Valley National Scenic Byway logo. The logo is used for promotional and marketing material.



*The Standing Rock National Native American Scenic Byway logo. The logo is used for promotional and marketing material.



*Turtle Mountain Scenic Byway logo; newest logo to the byway program. The logo is used for promotional and marketing material.



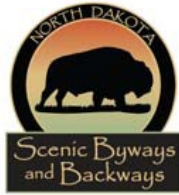
North Dakota Scenic Byway Program

State Contacts

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North Dakota Scenic Byway Program

Byway & Backway Leaders

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Killdeer Mountain Four Bears Scenic Byway

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Old Red Old Ten Scenic Byway

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Rendezvous Region Scenic Backway

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Sakakawea Scenic Byway

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Sheyenne River Valley National Scenic Byway

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Standing Rock National Native American Scenic Byway

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Theodore Roosevelt North Unit Scenic Byway

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Turtle Mountain Scenic Byway

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Chan SanSan Scenic Backway

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The North Dakota Scenic Byway Program is administered through a cooperative effort between the North Dakota Department of Transportation and the North Dakota Parks and Recreation Department.



North Dakota Scenic Byway Program

2014 Annual Report

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